

a display;

extracting means for extracting electronic program guide information (EPG) added to the image signal by a broadcaster generating said image signal and received by said receiving means;

alteration means for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and

second output means for outputting the EPG altered by said alteration means to said display.

sub B² 8. (Amended) A receiving method for receiving an image signal transmitted from a transmitting end, said receiving method comprising:

a receiving step for receiving said image signal;

A₂ a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal by a broadcaster generating said image signal and received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and

a second output step for outputting the EPG altered in said alteration step to said display.

9. (Amended) A transmission medium for transmitting a computer program used in a receiving apparatus for receiving an image signal transmitted from a transmitting end, said computer program comprising:

a receiving step for receiving said image signal;

a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal by a broadcaster generating said image signal and received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and

a second output step for outputting the EPG altered in said alteration step to said display.

10. (Amended) A receiving apparatus for holding a computer program and using said computer program to receive an image signal, said computer program comprising:

a receiving step for receiving said image signal;

a first output step for outputting the image signal received in said receiving step to a display;

an extracting step for extracting electronic program guide information (EPG) added to the image signal by a broadcaster generating said image signal and received in said receiving step;

an alteration step for altering a display format of said EPG when said EPG is displayed on said display, in accordance with predetermined information; and

a second output step for outputting the EPG altered in said alteration step to said display.

11. (Amended) A transmitting apparatus for transmitting an image signal to a receiving end, said transmitting apparatus comprising:

first generating means for generating said image signal;

second generating means for generating electronic program guide information (EPG);
third generating means for generating information representing a broadcasting station providing said EPG;

adding means for adding said EPG generated by said second generating means by a broadcaster generating said image signal and for adding said information representing the broadcasting station, which is generated by said third generating means, to said image signal generated by said first generating means; and

transmitting means for transmitting to the receiving end the signal obtained by adding said EPG and said information representing the broadcasting station to said image signal.

12. (Amended) A transmitting method for transmitting an image signal to a receiving end, said transmitting method comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating information representing a broadcasting station providing said EPG;

an adding step for adding said EPG generated in said second generating step by a broadcaster generating said image signal and for adding said information representing the broadcasting station, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the broadcasting station to said image signal.

13. (Amended) A transmission medium for transmitting a computer program used in a transmitting apparatus for transmitting an image signal to a receiving end, said computer

program comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating information representing a broadcasting station providing said EPG;

an adding step for adding said EPG generated in said second generating step by a broadcaster generating said image signal and for adding said information representing the broadcasting station, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to the receiving end the signal obtained in said adding step by adding said EPG and said information representing the broadcasting station to said image signal.

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cont 14. (Amended) A transmitting apparatus for holding a computer program and using said computer program to transmit an image signal, said computer program comprising:

a first generating step for generating said image signal;

a second generating step for generating electronic program guide information (EPG);

a third generating step for generating information representing a broadcasting station providing said EPG;

an adding step for adding said EPG generated in said second generating step by a broadcaster generating said image signal and for adding said information representing the broadcasting station, which is generated in said third generating step, to said image signal generated in said first generating step; and

a transmitting step for transmitting to a receiving end the signal obtained in said adding step by adding said EPG and said information representing the broadcasting station to